

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM661226

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Revolution Foods, Inc.		07/20/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Hero Labs, Inc.		
Street Address:	488 Bryant Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94107		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	5536270	BREAKFAST HERO	
Registration Number:	5468141	DINNER HERO	
Registration Number:	5418882	DINNER HERO	
CORRESPONDENCE DATA			
Fax Number:	9495676710		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	5039434828		
Email:	ipprosecution@orrick.com		
Correspondent Name:	Kristin S. Cornuelle		
Address Line 1:	2050 Main St., Suite 1100		
Address Line 2:	Orrick, Herrington & Sutcliffe		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	44585.6000		
NAME OF SUBMITTER:	Kristin S. Cornuelle		
SIGNATURE:	/Kristin S. Cornuelle/		
DATE SIGNED:	07/23/2021		
Total Attachments: 2			
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Exhibit B

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (“Assignment”) is effective as of July 20, 2021, by and between REVOLUTION FOODS, INC. (“Assignor”), and HERO LABS, INC. (“Assignee”).

WHEREAS, Assignor owns all right, title, and interest in and to the following trademarks (each a “Mark” and together, the “Marks”), and the goodwill associated therewith:

Mark	Registration No.
BREAKFAST HERO	5536270
DINNER HERO	5468141
DINNER HERO	5418882

WHEREAS, Assignor desires to assign, transfer, and convey the Marks, all right, title, and interest to each of the Marks and the goodwill associated therewith to Assignee;

WHEREAS, Assignee desires to acquire all right, title and interest to each of the Marks and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby transfers, sells, assigns, and conveys unto Assignee all of its rights, title, and interest for all states and countries in and to each of the Marks, including all common law rights therein and all applications to register and registrations thereof and the goodwill pertaining thereto, and all right, title, and interest thereto, on a world-wide basis, as well as, without limitation, the right to sue and collect damages, costs, and fees in Assignee’s own name for any and all past, present, or future infringement, dilution, or other injury to the goodwill thereof.

2. Assignor hereby agrees to execute all such documents as may be required to transfer and, when applicable, to record the transfer of each of the Marks, any registrations for each of the Marks, and any applications to register each of the Marks.

IN WITNESS WHEREOF, the parties hereto have executed this Assignment on the dates indicated below.

ASSIGNOR:

REVOLUTION FOODS, INC.

July __, 2021

By: *Kirsten Tobey*

20-Jul-2021

Name: Kirsten Tobey

Title: Founder & Chief Impact Officer

ASSIGNEE:

HERO LABS, INC.

July 20, 2021

By: *Andrew Miller*

Name: Andrew Miller

Title: VP of Finance & General Counsel